

Champagne Benefit Marks Opening of New Broadway



SNIPPING THE RIBBON—Informal ceremonies opening the new Broadway Del Amo store took place Monday, Feb. 6 from 12 noon to 12:15 p.m. A rainy day didn't deter a large crowd of local "firsts" to the new shopping Mecca. From left, Mayor Albert Ison, Miss Dorothy Marshall, general manager, Broadway Department Stores; Edward W. Carter, president, Broadway-Hale stores; Miss Dorothy Kirsten, prominent resident of Palos Verdes; and William Belding, manager Broadway del Amo.

POPPING OF CORKS along with guided tours of the new store, entertainment by strolling musicians and top flight modeling served to set the scene for one of the social highlights of the season. All was for a good cause too, Harbor General Hospital benefiting with funds from the preview party.

Hats for Ladies...and a Councilman



DELIGHTS OF BROWSING were enjoyed by from left, Mmes. C. E. Blakley, T. C. Rogers and George Rogers as they did some modeling of their own in the "Hat Box" on the main models as the principal attraction of the pre-displayed merchandise vied with music and models as the principal attraction of the preview.



IRRESISTIBLE SPRING BONNETS drew the masculine attention of Councilmen Nick Drale. Acting as a good sport he obligingly modeled one of the frilliest of pink chapeaus on display.



AN ORIENTAL STATUE near the Junior Coat & Suit shop on second floor was chosen by Don Mansfield, former assistant city manager, now administrator of Bell and Jerome Scharfman, director of finance as a meeting place. From left, Mr. and Mrs. Mansfield and Mr. and Mrs. Scharfman.

Crowd Frolics for Good Cause

Society and sparkling wine intermingled at the lavish charity preview party at the new Broadway Del Amo, Hawthorne and Sepulveda Bivds., Sunday morning.

As direct result of the champagne party, Mrs. W. R. Bergman, general chairman of the 13 South Bay sponsoring women's clubs, presented Dr. Leonard A. West, medical director of Harbor General Hospital, with a \$5000 check for equipment needed in heart surgery.

The fashionable, modern store, which opened officially with ribbon-cutting ceremonies Monday noon, is the ninth addition to the famed 62-year-old family of Southern California.

More than 3000 guests were in attendance as strolling musicians and fashion models in the latest styles wandered throughout the store's three floors.

From the street floor departments featuring accessories, men's wear, candies and notions, to the fashion world on the second level and the home store on the third, happy guests

gave evidence of their appreciation of the store's beautiful merchandise by exclamations of delight as they browsed and toured through the shops.

In the reception line at the preview were Edward W. Carter, president of the Broadway-Hale Stores; Miss Dorothy Marshall, general manager, and William M. Belding, manager of the Del Amo store.

The Broadway is the first store of what will be one of the largest shopping centers in the west.

Designed for both beauty and convenience, the store's architecture is a combination of the talents of some of the best known designers, Welton Beckett and Associates, Raymond Loewy Associates and individual artists such as Miss Valerie Clarebout, sculptor, are representative.

Hours of the store will be Mondays, 9:30 12:30 to 9:30 p.m., and Tuesdays, Wednesdays a.m. to 9:30 p.m.; Thursdays and Fridays, and Saturdays 9:30 to 5:30 p.m.

WOMEN'S FEATURES ACTIVITIES CLUBS SECTION

Mary Neth, Woman's Editor, FA 8-2345



STROLLING MUSICIANS APPEARED as if by magic to serenade chatting couples. A back drop of children's murals adding an "Alice in Wonderland" touch to the scene. From left, Freddy Ray, Tom Scully and Bob Miller, musicians. Standing center, Joe Wilcox, from left seated, Mrs. Wilcox and Mr. and Mrs. George Powell.



CHAMPAGNE NOT COFFEE was served in the smart Terrace room Restaurant of the Broadway during the charity preview party. Seated around a small table a relaxed local trio enjoy a friendly tete a tete. From left, Mrs. Naomi McVey, recreation department, Bert Lynn, city planning commission and Mrs. Lynn.



CHIC BROADWAY FASHIONS were on display as models mingled freely among guests for close-up views of the smartest and latest in style. Enjoying a private showing of after five creations are from left, Torrance Junior Woman's Club members and guest, Mmes. Joseph Merrill, Anthony Viccaino and William Manis.